



## IPSWICH TOWN DEAL

### BOARD AGENDA

8.30 to 9am

1<sup>st</sup> October 2021

Agenda Item Number	Topic	Paper Reference	Lead	Anticipated Time (minutes)
1	Welcome, Introductions and Apologies for Absence (including 'substitute information')		Helen Langton (Vice Chair)	5
2	Minutes of the Last Meeting	Paper 1	Helen Langton	2
3	Matters Arising from the Last Meeting		Helen Langton	2
4	Declarations of Interest (including from attending Substitutes)		Helen Langton	2
5	General Updates:	Paper 2	Helen Langton	10
	(i) Chair Recruitment			
	(ii) Formal Grant Offer	Paper 2A		
	(iii) Communications and Branding Guidance	Paper 2B		
	(iv) 5% Capital Funding Pre-Payment			
6	Business Case Development	Paper 3	David Ellesmere	5
	(i) Revised Business Case Template	Papers 3A and 3B		
	(ii) Project Update Sessions			
8	Communications Proposals Following Board		Helen Langton	2
9	Dates of Future Meetings		Helen Langton	2
	(i) 12 <sup>th</sup> November (new)			
	(ii) 10 <sup>th</sup> December			
	(iii) 11 <sup>th</sup> March (new)			
10	Any Other Business		Helen Langton	5

**Note: The Board Meeting will be followed – at approximately 9am - by a Project Briefing on Project 19: Tech Campus and Sustainable Construction Centre (Suffolk New College). The Briefing will be finished by 10am.**



IPSWICH TOWN DEAL  
DRAFT BOARD MINUTES

**16<sup>th</sup> July 2021**

**Attendees (Board members):** Terry Baxter, James Davey, David Ellesmere, C-J Green, Becca Jackaman, Sarah Holmes, Tom Hunt MP, Professor Helen Langton and Paul West.

**Attendees (Substitutes):** Sophie Alexander (for Prof Dave Muller)

**Attendees (Non-Board members):** Russell Williams (minute taker) and Chris Starkie (Chair – Operations Group)

**Apologies:** Catherine Johnson, Professor Dave Muller, Dr Daniel Poulter MP, Angela Stroud

*Note: Dr Dean Dorsett tried to join the meeting but IT related matters prevented him from doing so.*

Item	Description	Action
1	<b>Welcome / Introductions / Apologies</b>  HL (Vice-Chair) chaired the meeting.	
2	<b>Minutes of the Last Meeting (21<sup>st</sup> May 2021)</b>  Agreed	
3	<b>Matters Arising from the Last Meeting</b>  None	
4	<b>Declarations of Interest</b>  None to add to those already publicly available.	

<p><b>5</b></p>	<p><b>Governance etc Updates</b></p> <p>RW advised that a number of applications for the role of Chair of the Board had been received and that he would shortly forward them to the Board panel tasked with leading on the matter. It would then be for them to advise on / determine next steps.</p> <p>The chairs of the three Task Forces have been appointed. RW confirmed that he was looking to provide some project management support to some or all of these groups – and that this was being / had been discussed with the lead organisation for each Task Force.</p> <p>It was planned to finalise (etc) the Board review when a new Chair is in place.</p>	<p>RW</p>
<p><b>6</b></p>	<p><b>Business Case Development</b></p> <p>DE introduced Paper 2.</p> <p>RW confirmed that he was expecting a final version of an offer letter from the Government shortly and that he would circulate it to the Board when it is available.</p> <p>It was agreed that:</p> <ul style="list-style-type: none"> <li>(1) the Template at Appendix 1 is noted;</li> <li>(2) It would be appropriate to commence discussions with civil servants on the template for Project 19.</li> </ul>	<p>RW</p>
<p><b>7</b></p>	<p><b>Board Involvement</b></p> <p>HL and RW introduced Paper 3.</p> <p>The Board agreed:</p> <ul style="list-style-type: none"> <li>(1) The proposal that was tabled for project briefing sessions and the planned tabling of templates at the Board.</li> </ul> <p>RW will endeavour to set the briefing sessions up for September / October and will get in touch with project leads to organise.</p>	<p>RW</p>
<p><b>8</b></p>	<p><b>Communications Proposals Following Board</b></p> <p>No public communications are planned following the Board.</p>	

<p><b>9</b></p>	<p><b>Dates of Future Meetings</b></p> <p>They were noted as:</p> <ul style="list-style-type: none"> <li>(i) 1<sup>st</sup> October</li> <li>(ii) 10<sup>th</sup> December</li> </ul>	
<p><b>10</b></p>	<p><b>Any other business</b></p> <p>It was agreed following suggestions from JD and SH that:</p> <ul style="list-style-type: none"> <li>(i) A paper should be prepared for the next Board meeting setting out how it is anticipated that work for the projects will be procured;</li> <li>(ii) A separate meeting will be scheduled – with Board members invited to attend (or to nominate a representative) if they would like to – on possible cultural projects that might then be bid for in any appropriate future bidding rounds (e.g. Levelling Up Funds).</li> </ul>	<p>RW</p>

**Ipswich Town Deal Board: 1<sup>st</sup> October 2021**

**Agenda Item 5: General Updates**

Author of Paper: Russell Williams, Chief Executive, Ipswich Borough Council

**Note: This paper will be published on the Borough Council's website alongside the meeting agenda.**

**1. Chair Recruitment**

This has been paused pending the outcome of the separate process that is on-going to seek a new Chair for the Ipswich Vision Board. After that appointment is made, a renewed effort will be made to seek further applicant's for the Town Deal Board Chair.

**2. Formal Grant Offer**

A copy of the formal grant offer letter is attached as Paper 2A.

Separate communication from Government indicates that all relevant business cases will need to be submitted by 14<sup>th</sup> January 2022 to enable any funding to be paid out by the end of March 2022.

**3. Communications and Branding Guidance**

The Government have issued Communication and Branding Guidance for Town Deal Projects. These are attached as Paper 2B.

Those involved with the planning and potential delivery of any Town Deal projects are recommended to familiarise themselves with the guidance.

**4. 5% Capital Funding Pre-Payment**

The Council is expecting to receive an advance payment of 5% of granted funding (i.e. £1.25m) shortly. This can potentially be spend on project delivery – within certain rules – in advance of the Government approving business cases and then providing the funding. A more detailed paper will be prepared on the flexibilities etc associated with this for the next Board meeting.

**Recommendations to the Board**

Recommendation 1: That the Updates above are note.

**Ipswich Town Deal Board: 1<sup>st</sup> October 2021**

**Agenda Item 6: Business Case Development**

Author of Paper: Russell Williams, Chief Executive, Ipswich Borough Council

**Note: This paper will be published on the Borough Council's website alongside the meeting agenda.**

**1. Background**

The Government have issued a new version of the Business Case Summary template since the last Board meeting. The template is what the Government wish to see – and approve - for every project – prior to the release of funding.

The new template is attached as Paper 3A. It is somewhat different – but not more complicated – than the version distributed with the previous Board papers (that is still available on the Borough Council's website).

Like before, the template has been adapted into a revised version that should be easier to complete from a local – Ipswich – perspective. This is attached as Paper 3B.

In addition, work is being done to prepare a simple table for those projects that will end up delivering a number of separate project components so that they can be separately listed (with anticipated spend plans set out) to aid Board consideration in due course.

**2. Proposals Moving Forward**

Final dates for the Board Briefings on each project are being arranged and should all be available by the time of the Board meeting.

The first such session will follow immediately after the Board meeting.

Thereafter sessions are planned for between 12pm and 2pm on Friday's from 8<sup>th</sup> October through to mid-November – with an hour being allocated for each project.

Board members will be welcome to attend all such sessions – or nominate someone to represent them.

These sessions should provide an opportunity to understand the project, ask questions and make comment.

The business cases will thereafter be finalised for submission to the Board. An additional Board meeting is proposed to be held in November so that all the business cases can be considered this year – to enable them to be submitted by the 14<sup>th</sup> January target (see Paper 2).

It is proposed to consider the following business cases at a November Board meeting:

Project Title	Project Number	Town Deal Funding
Re-using the Old Post Office (on the Cornhill)	7	£0.23
Public Realm Improvements (Arras Square etc.)	9	£1.4
Integrated Care Academy (University of Suffolk)	18	£2.58
Tech Campus and Sustainable Construction Centre (Suffolk New College)	19	£0.94

And, to consider the following projects at the December Board meeting

Project Title	Project Number	Town Deal Funding
Pedestrian / Cycle Bridge (etc.) @ Waterfront	2	£1.31
Former Paul's Building Silo (@ the Waterfront)	6	£3.75
Town Centre Regeneration Fund	11	£7.96
Academy of Yacht Building (Island Site)	20	£1.12
Creating a digital town centre	21	£2.34
Local shopping parades regeneration fund	24	£2.81
Ipswich Oasis (Town Centre Greening)	25	£0.56

## Recommendations to the Board

Recommendation 1: That the Board note the revised Business Case Summary template and the plans for Board involvement moving forward.

## **Towns Fund Stage 2 Business case guidance Annex C: Summary Document template**

Towns must:

- Submit a completed Summary Document for each project to Ministry of Housing, Communities and Local Government (MHCLG) as soon as they are ready and within 12 months of agreed Heads of Terms.
- **Where towns require funding in 2021/22** then Summary Documents **must** be submitted to MHCLG by 14 January 2022.
- Note that in the event of late submission of Summary Documents (SD), MHCLG cannot guarantee payment. If there is a risk of late submission, towns should promptly liaise with their MHCLG local leads.
- **With the first Summary Document, include** Part 2: Town Investment Plan (TIP) conditions (where applicable).

Please note: MHCLG will use the financial profile (Annex A-1) submitted previously to make any payment.

### **Programme-level update**

Where not submitted today, the remaining Summary Documents submission timings.

<b>Project name</b>	<b>Month/Year</b>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	









## **Annex: submission checklist**

Use this as guidance when submitting the Summary Documents.

<b>Items</b>	<b>Checked</b>	<b>Qty</b>
<b>first submission</b>		
1. Programme-level update	<input type="checkbox"/>	
2. Part 1: Project Summary Document	<input type="checkbox"/>	
3. Part 2: Town Investment Plan (TIP) conditions	<input type="checkbox"/>	
4. Final Monitoring & Evaluation (M&E) plan	<input type="checkbox"/>	
5. Any other documents	<input type="checkbox"/>	
<b>all other submissions</b>		
1. Programme-level update	<input type="checkbox"/>	
2. Part 1: Project Summary Document table	<input type="checkbox"/>	
3. Final M&E plan	<input type="checkbox"/>	
4. Any other documents	<input type="checkbox"/>	

## Ipswich Town Deal: Business Case Template

Three separate tables have been produced that should ensure that all the information is provided – as required by HM Government - and as needed by the Borough Council as accountable body.

National advice is that the level of detail required within the templates should be proportionate to the scale / significance of the project – i.e. those projects seeking more national funding are likely to need more detail to be provided within the template than those seeking less funding.

### Table 1

This table will be pre-populated by the Borough Council – for each project - using the information that has been submitted to – or received from – HM Government.

Each Business Case lead will need to confirm that this data remains accurate – or to amend and justify – where relevant.

<b><u>Project Description:</u></b>
Some of this is not part of the mandatory template but is added to this Table to provide context and will be taken from the published - December 2020 - Town Investment Plan document
<b><u>Project name:</u></b>
<b>Is this project being fast-tracked?</b>
<b>Total project value (£, million)</b>
<b>Towns Fund funding allocated (£, million):</b>
<b>Outputs</b> <i>Provide a list of the final projected outputs, they must be clear and quantified</i>
<b>Outcomes</b> <i>Provide a list of the final projected outcomes, they must be clear and quantified</i>
<b>Public match funding</b> <i>Provide the total (£, million) and breakdown of sources</i>

**Private match funding**

*Provide the total (£, million) and breakdown of sources*

**Nominal Financial profile (£, million)**

2020/21	2021/22	2022/23	2023/24	2024/25	2025/26

**TIP improvement condition**

*Set out TIP improvement conditions as agreed in Heads of Terms*

**Actions taken to address project conditions**

*Provide details of actions taken to address any conditions that were attached to the project, where the condition was to provide a delivery plan this should be inputted in the section below*

## Table 2

This is the table that each project lead will need to focus on completing.

The text in **yellow** has been added in by the accountable body – the non-yellow text is taken from the mandatory spreadsheet,

### **Public Sector Equality Duty (PSED)**

*Provide a summary of programme-level PSED analysis*

**Note: The Borough Council will provide further advice on this element of the Template.**

### **Delivery plan**

*Including details of:*

- *partnerships*
- *timescales*
- *planning permission and other milestones*
- *interdependencies*
- *risks and mitigation measures*

**Note this should set out clearly:**

- (1) What the funding will be spent on – broken down into different project components as appropriate (e.g. where different procurement exercises will need to be undertaken);**
- (2) What ‘statutory’ consents are required for any elements of the project (and what progress has been made on obtaining them;**
- (3) What are the proposed timescales for delivery;**
- (4) If there are any links to ‘match funding’, set out any ‘inter-dependencies’ between the town deal funding and ‘match funding’ and any requirements or limitations associated with the ‘match funding’**
- (5) A procurement plan should be produced - in collaboration with the Borough Council – setting out what procurement is proposed for each element of the funding (i.e. point (i) above)**
- (6) What public consultation that has taken place prior to the conclusion of the business case;**
- (7) What public consultation is proposed during the delivery phase**
- (8) Prepare a risk log (the Borough Council will provide a template for this).**

**It is expected that this will be the ‘longest’ / ‘most detailed’ part of the template.**

**Note: A briefing session is planned with interested parties to run through this.**

**Quantified benefit-cost ratio/value for money (e.g. Benefit Cost Ratio or Net Present Social Value)**

A quantified benefit-cost ratio should be provided. If it has not been generated, a summary of evidence used by the S151 Officer to demonstrate value for money should be stated.

*Note: A briefing session is planned with interested parties to run through this.*



**Table 3**

This table will be completed by the Accountable Body (i.e. the Borough Council) after Tables 1 and 2 have been completed.

<b>MHCLG capital (CDEL) 5% payment</b>
Main activities, if applicable: <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li></ul>
<b>Business case appraisal</b>  Provide details of how the business case has been appraised including: <ul style="list-style-type: none"><li>- business case type</li><li>- any internal or external assurances</li></ul>
<b>Deliverability</b>
Will this project still be delivered within the Towns Fund timeframe? (Y/N)
<b>Name of the Town Deal Board Chair &amp; signature</b>
Name of the Town Deal Board:  Chair's name and signature:   Date:

**By signing, I agree that:**

- The business case, in a proportionate manner, is Green Book compliant.
- The 5% early capital (CDEL) has been included in the Town Fund project costs across the programme.
- This project and expenditure represent value for money, including the 5% early capital (CDEL) provided.
- Project-level Equality Impact Assessments such as Public Sector Equalities Duty and/or Environmental Impact Assessments have been undertaken.
- For final submission - programme-level Public Sector Equality Duty assessment has been undertaken by the accountable body.

**Lead Local Authority's name & signature of the Chief Executive Officer or S151 Officer.**

Name of the lead Local Authority:

Job title:

Name and signature:

Date:

In addition, the **Annex** and the **Programme Level Update** will be completed at alongside each Project by the Accountable Body (i.e. the Borough Council).

### **Annex: submission checklist**

Use this as guidance when submitting the Summary Documents.

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<b>first submission</b>		
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9. Final Monitoring & Evaluation (M&E) plan	<input type="checkbox"/>	
10. Any other documents	<input type="checkbox"/>	
<b>all other submissions</b>		
5. Programme-level update	<input type="checkbox"/>	
6. Part 1: Project Summary Document table	<input type="checkbox"/>	
7. Final M&E plan	<input type="checkbox"/>	
8. Any other documents	<input type="checkbox"/>	

### **Programme-level update**

Where not submitted today, the remaining Summary Documents submission timings.

<b>Project name</b>	<b>Month/Year</b>
1.	
2.	
3.	
4.	
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10.	



Ministry of Housing,  
Communities &  
Local Government

**Ministry of Housing, Communities &  
Local Government**

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2 Marsham Street  
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[www.gov.uk/mhclg](http://www.gov.uk/mhclg)

Russell Williams,  
Chief Executive, Ipswich Borough Council

15 July 2021

Dear Mr Williams,

**Re: Ipswich Town Deal Grant**

Thank you for confirming the projects you wish to take forward as part of Ipswich Town Deal.

Further to the Heads of Terms issued on 3 March 2021 and subject to completion of the conditions and satisfactory Summary Documents, Ministry of Housing, Communities and Local Government ('MHCLG') agrees to allocate funding up to **£25m** across financial years 2021/22 to 2025/26. Funding from 2022/23 onwards remains subject to the outcome of the Spending Review.

The indicative allocation for each year, based on the information you have provided to date, is set out in Annex A. The agreed funds will be issued annually as non-ringfenced grant payments under **Section 31 of the Local Government Act 2003**. It is for Section 151 officers to determine eligible project expenditure, but this must be within the total Town Deal award and must support the projects agreed by MHCLG.

**MHCLG's requirements of the Town Deal Board and its accountable body:**

- The accountable body must implement for each business case the project assurance process specified in the Heads of Terms. After that the accountable body must submit to MHCLG the [Summary Documents of the business cases](#). The accountable body need not submit Summary Documents for projects for which MHCLG has already requested a full business case. I encourage you to complete this process as quickly as possible, and my team stand by to support you alongside the Towns Fund Delivery Partner.
- MHCLG should be **notified in writing of the dates when you expect to submit summary documents**, either through CLGU Leads or directly to the Towns Fund inbox. This will ensure that summary document review by MHCLG can take place in a timely way and funding can be released, subject to the documents being approved. The Department should also be notified if these dates change at any point.

- Submit any planned changes to project spend, outputs or outcomes, cost benefit projection/value for money, or the monitoring and evaluation plan as a project adjustment request to the relevant Towns Fund lead. Note that if the proposal is to cancel or replace a given project, MHCLG cannot guarantee that equivalent funding will be assigned to alternative projects.
- Pay regard to responsibilities under the accountable body's **Public Sector Equality Duty** as set out in **Section 149 of the Equality Act 2010** when apportioning Town Deals funding.
- Comply with MHCLG's mandatory **monitoring and evaluation** requirements, signing up to a monitoring and evaluation plan including relevant indicators and targets for these indicators, and reporting twice a year on inputs, activities and outputs. This includes collecting accurate data and using the agreed metrics and methods as set out in our [M&E guidance](#) shared in April 2021. MHCLG reserves the right to quality assure data and conduct site verifications. Subsequent grant payments will be made after the annual reporting cycle has concluded.
- Adhere to the [Towns Fund Communication and Branding Guidance](#) issued in May 2021.

I would encourage you to start preparing your summary documents as soon as possible, taking advantage of the support on offer from your named lead and the Towns Fund Delivery Partner. The documents should be submitted by email to [towns.fund@communities.gov.uk](mailto:towns.fund@communities.gov.uk), no later than 24 March 2022.

I would like to thank you again and look forward to working with you to make your plans a reality.

Yours sincerely,



**Beatrice Andrews**

**Deputy Director - Funding Delivery, Cities and Local Growth Unit**

Enc. Annex A Financial profiles

## Annex A Financial profiles

Total budget	20/21(£)	21/22 (£)	22/23 (£)	23/24 (£)	24/25 (£)	25/26 (£)	Total (£)
	100,000	9,650,000	12,070,000	3,180,000	0	0	<b>25,000,000</b>

Project	Total (£)
Academy of Yacht Building	1,120,000
Creating a Digital Town Centre	2,340,000
Former Paul's Building Silo	3,750,000
Re-using the Old Post Office	230,000
Integrated Care Academy	2,580,000
Ipswich Oasis	560,000
Local Shopping Parades	2,810,000
Pedestrian-Cycle Bridge	1,310,000
Public Realm Improvements	1,400,000
Tech Campus & Construction Centre	940,000
Town Centre Regeneration Fund	7,960,000
Programme Management	-
<b>Total</b>	<b>25,000,000</b>

RDEL/CDEL	20/21(£)	21/22 (£)	22/23 (£)	23/24 (£)	24/25 (£)	25/26 (£)	Total (£)
<b>RDEL</b>	0	0	0	0	0	0	<b>0</b>
<b>CDEL</b>	100,000	9,650,000	12,070,000	3,180,000	0	0	<b>25,000,000</b>



HM Government

# Towns Fund Communications and Branding Guidance

May 2021

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# 1. Introduction

- 1.1. The Government launched the Towns Fund to invest in towns and high streets across England as part of its plan to level up our regions. This brought together Town Deals and the Future High Streets Fund (FHSF). 101 places were selected to work with Government and agree a Town Deal. 72 places were successful in securing Future High Streets funding.
- 1.2. This document sets out the communications and branding requirements of both Town Deals and the Future High Streets Fund, by the Ministry of Housing, Communities and Local Government (MHCLG).
- 1.3. As set out in the Grant Offer letters, Government provides Towns Fund funding via Local Authorities in England. This guidance is aimed at those Local Authorities. Where we say ‘you’, we are referring to the Local Authority. For the purposes of this document, towns and high streets are referred to as “places” throughout.
- 1.4. This guidance provides clarity on how relevant Local Authorities should use Government branding to help promote projects funded via the Towns Fund and collaborate on external communications opportunities. This includes guidance for those Local Authorities that are partnered with the Northern Powerhouse, the Midlands Engine, or the Oxford to Cambridge Arc.
- 1.5. Local Authorities have dedicated Cities and Local Growth Unit (CLGU) contacts for Town Deals (‘Area Leads’) and Future High Streets Fund (‘Delivery Support Managers’) who can also assist you in understanding and interpreting this guidance if needed.

## 2. Communications<sup>1</sup>

2.1 Local Authorities should ensure that:

- MHCLG is given as much advance notice as possible (at least two weeks) of announcements and milestone events to allow quotes to be arranged for any media releases.
- Relevant descriptions at Annex A are used in media releases.
- Ministers and CLGU Area Leads/ Delivery Support Managers (and other relevant policy departments such as DfT) are invited to landmark events.
- The appropriate logos are on display as set out in this guidance. Examples are provided at Annex B.

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<sup>1</sup> For communicating larger transport projects (where business case decisions are retained by the Department for Transport) DfT will lead on the communications and Local Authorities should engage with DfT directly, rather than MHCLG. Local Authorities should continue to use the correct HMG logo, as specified on page 2 for these schemes.

### **3. Ministerial quotes and milestone reporting**

3.1 Local Authorities should inform their dedicated CLGU Area Lead/ Delivery Support Manager of any upcoming project milestones and planned communications activity, to feed into MHCLG's monthly milestone reporting.

3.2 Ministerial quotes will be provided for media releases where appropriate. Local Authorities should follow the agreed process for seeking a quote, sending draft media releases to your Area Lead/ FHSF Delivery Support Manager in the first instance.

### **4. Ministerial attendance at events**

4.1 Ministerial attendance at events cannot be guaranteed, but where this is possible, MHCLG press office or dedicated Area Leads/ FHSF Delivery Support Managers will inform Local Authorities as promptly as possible.

4.2 The department will endeavour to tweet support or retweet Local Authority tweets when Ministerial attendance is not possible.

### **5. Social Media**

5.1 Local Authorities should be proactive in their use of social media, particularly Twitter. When describing or promoting projects funded by the Towns Fund, and at key milestones, you should use the following hashtags (#), as appropriate:

- #TownsFund
- #FutureHighStreets
- #NorthernPowerhouse
- #MidlandsEngine
- #OxCamArc

5.2 Tagging MHCLG in your content is also recommended. Our handle across all platforms is @mhclg: [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

5.3 Content you post will be re-tweetable by the Communities Secretary, Minister for Regional Growth and Local Government and MHCLG, allowing others to follow project development.

5.4 You can also email us at [eCommunications@communities.gov.uk](mailto:eCommunications@communities.gov.uk) in advance of posting to let us know your social media plans.

5.5 For guidance on how best to use social media, Local Authorities may refer to Government Digital Service social media guidance: <https://gdsengagement.blog.gov.uk/playbook/>

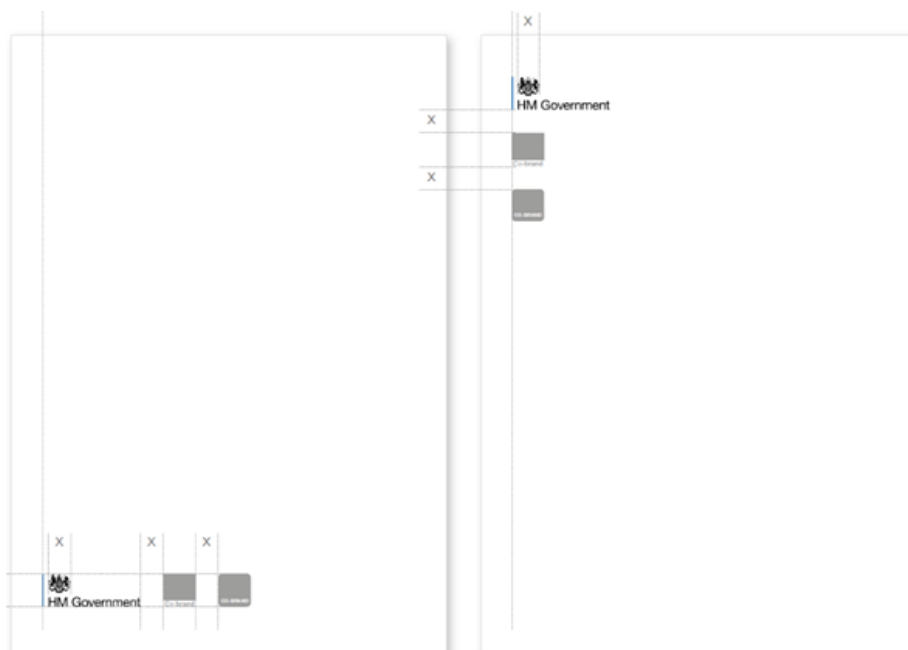
## 6. Logos

6.1 For places in receipt of Towns Fund funding, including Future High Streets Fund and Town Deals, the following logos should be used in all marketing and promotional materials:

- Local Authorities partnered with the Northern Powerhouse should use both the HM Government and Northern Powerhouse logos.
- Local Authorities partnered with the Midlands Engine should use both the HM Government and Midlands Engine logos.
- Local Authorities partnered with the Oxford to Cambridge Arc should use both the HM Government and Oxford to Cambridge Arc logos.
- All other Local Authorities should use the HM Government logo.

6.2 Where a Local Authority requires its brand to be shown on a project funded via the Towns Fund, the appropriate HM Government branding should also be used in accordance with the HM Government identity guidelines: <https://gcs.civilservice.gov.uk/publications/hmg-identity-guidelines/>

6.3 Specifically, the HM Government logo should have prominence where possible and sit preferably in the bottom left corner or top left as shown below. Local Authorities should keep logos on a product or sign for as long as possible.



6.4 Projects should follow all of the guidance provided in the branding guidelines when undertaking publicity.

6.5 For further guidance, please contact your dedicated Area Lead/ FHSF Delivery Support Manager who will provide support and can supply the logo and instructions on how it should be used.

## **7. Websites**

7.1 Each Local Authority website should include a description of the Towns Fund and Town Deals/ Future High Streets Fund. The appropriate Government branding should be used in conjunction with this.

## **8. Banners**

8.1 Local Authorities partnered with Northern Powerhouse should use the banners issued by CLGU for use at milestone events.

## **9. Language**

9.1 Press releases should include the descriptions detailed in Annex A - Notes to Editors.

## **10. Monitoring**

10.1 In addition to regular check-ins with your Area Lead/ Future High Streets Fund Delivery Support Manager, Annual Conversations will be formally used to assess how these guidelines have been implemented in individual Local Authorities and will be monitored as part of the ongoing assurance process.

## **12. Contact Information**

12.1 To provide MHCLG press office with advance notice of announcements and press releases, please email: [NewsDesk@communities.gov.uk](mailto:NewsDesk@communities.gov.uk), copying in your Area Lead/ FHSF Delivery Support Manager. For expedience, Local Authorities should ensure they are providing fully drafted press releases.

12.2 If you have further questions or logo requests for HMG, Northern Powerhouse, Midlands Engine or Oxford to Cambridge Arc branding, please email: [marketing@communities.gov.uk](mailto:marketing@communities.gov.uk)

12.3 If you have questions specific to the Towns Fund, please email: [towns.fund@communities.gov.uk](mailto:towns.fund@communities.gov.uk) (for Town Deals) or [futurehighstreets@communities.gov.uk](mailto:futurehighstreets@communities.gov.uk) (for FHSF) as appropriate, copying your Area Lead/ FHSF Delivery Support Manager.

## **Annex A – Notes to Editors**

### **Towns Fund – Town Deals**

On 27 July 2019, the Prime Minister announced that the Towns Fund would support an initial 101 places across England to develop Town Deal proposals, to drive economic regeneration and deliver long-term economic and productivity growth. See further details of the [announcement](#).

A Town Deal is an agreement in principle between government, the Lead Council and the Town Deal Board. It will set out a vision and strategy for the town, and what each party agrees to do to achieve this vision.

See the [101 places being supported to develop Town Deals](#).

Each of the 101 towns selected to work towards a Town Deal also received accelerated funding last year for investment in capital projects that would have an immediate impact and help places “build back better” in the wake of Covid-19. View a list of [accelerated funding by place](#) (PDF, 266 KB, 11 pages).

### **Towns Fund - Future High Streets Fund**

The Future High Streets Fund aims to renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability.

In total, 72 places will share up to £831 million from the Future High Streets Fund to help them recover from the pandemic by improving transport links, building new homes and transforming underused spaces.

### **Northern Powerhouse**

*Some Northern Powerhouse key facts:*

- The Northern Powerhouse is a key aspect of this Government’s approach to addressing the productivity gap in the North and ensuring a stronger, more sustainable economy for all parts of the UK.
- The government has awarded £3.4bn in three rounds of Growth Deals across the Northern Powerhouse.

### **Midlands Engine**

*Some Midlands Engine key facts:*

- The Midlands Engine is home to over 10.3m people and has a £238bn economy, generating over 12% of the UK’s Gross Value Added.[1] The Midland Engine Partnership aims to close the productivity gap to match or exceed the national average by 2030.

- The Midlands is home to 835,000 businesses, and in 2019, the Midlands accounted for a 22% share of all of England's goods exports.

### **Oxford to Cambridge Arc**

*Some Oxford to Cambridge Arc key facts:*

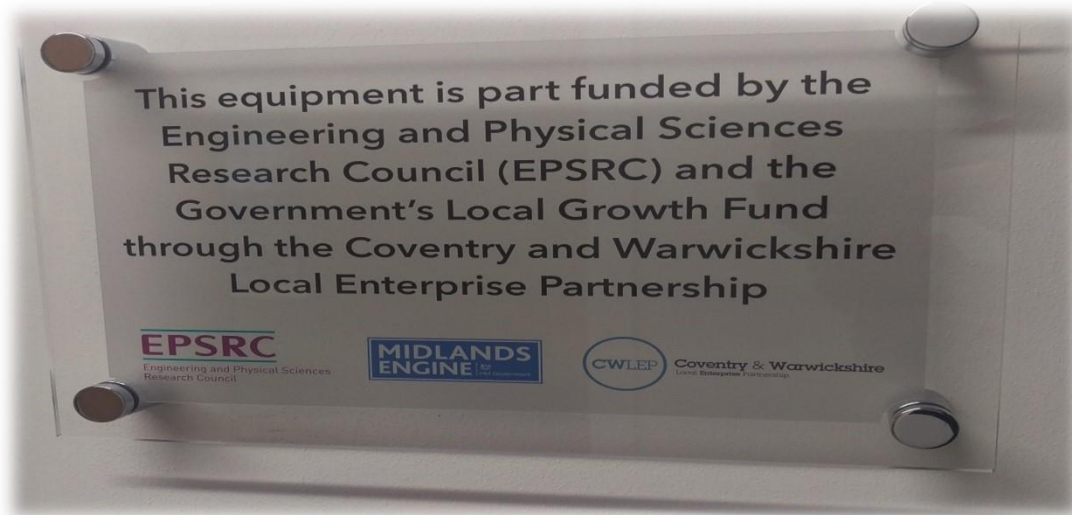
- The Oxford to Cambridge Arc (the Arc) is a globally significant area between Oxford, Milton Keynes and Cambridge.
- It supports over two million jobs, adds over £110 billion to the economy every year and houses some of the country's fastest growing and most innovative places.
- The Prime Minister has designated the Arc as an economic priority, and there is an opportunity, recognised by government and local partners, to build a better economic, social and environmental future for the area, with high-quality, well-connected-communities, transforming the Arc into a world-class place to live and work sustainably.

## Annex B – Logos

### HMG logo (Heart of the South West LEP)



### Midlands Engine logo (Coventry & Warwickshire LEP)





## Northern Powerhouse logo (Lancashire LEP)



## Oxford to Cambridge Arc logo

